

CITY OF DETROIT FISCAL 2004/05 BUDGET

AGENCY 17 DEPARTMENT OF CULTURE, ARTS and TOURISM

MISSION

The mission of the Department of Culture, Arts and Tourism is to sustain and nurture the cultural life of the City of Detroit, and to articulate and promote the contributions made by the cultural community to residents and visitors alike.

DESCRIPTION

The Department of Culture, Arts and Tourism advocates, coordinates, and implements policies and programs that strengthen the arts and promote the art and cultural life in the City of Detroit for the benefit of those who live, work, and visit the City. The Department is responsible for marketing Eastern Market, distributing grants to local artists, overseeing film production in the City, planning events, working with cultural institutions, and coordinating promotional efforts with the Detroit Metro Convention & Visitors Bureau.

GOALS

1. Promote the cultural art industry in the City of Detroit.
2. Provide access to artists, arts and cultural organizations through a well-defined directory of services through integrated Culture, Arts and Tourism and Detroit Film Office web sites.
3. Increase public participation in, accessibility to, and awareness of the cultural arts, traditions and communities, and organizations in the City of Detroit through high-level marketing and promotional campaigns.
4. Promote accessibility to information about arts education programs for Detroit's youth and senior citizens.
5. Increase public and national awareness of the Eastern Market via name-brand marketing and special event promotions.
6. Promote a safe, attractive, well-managed, profitable, customer-friendly Eastern Market environment for Detroit's residents, visitors and tourists.
7. Provide quality management of Eastern Market that insures quality maintenance, security and food/produce services.
8. Increase revenues at Eastern Markets with revamped and new projects.

DEPARTMENTAL FINANCIAL INFORMATION

	GENERAL FUND	GRANTS	CAPITAL PROJECTS	TOTAL
EXPENDITURES	\$1,333,616	\$400,846	\$400,000	\$2,134,462
REVENUES	<u>1,040,653</u>	<u>400,846</u>	<u>\$400,000</u>	<u>1,841,499</u>
NET TAX COST	\$ 292,963	\$ 0	\$ 0	\$ 292,963
POSITIONS	12	0	0	12